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Research article

Impact of service quality, perceived value, and trust on tourists' revisit intention: The mediating role of e-WOM

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ABSTRACT

The present study investigates the linkages among the dimensions of service quality, perceived value, trust, electronic word-of-mouth (e-WOM), and revisit intention in the hospitality sector. The study is based on relationship marketing and consumer behavior perspectives and explores the mediating effect of e-WOM on customers' perceptions of behavioral loyalty outcomes. The data were gathered from 384 respondents using a structured questionnaire and then analyzed by Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that service quality, perceived value, and trust are significant factors affecting e-WOM, and e-WOM has a strong positive effect on revisit intention. Perceived value was the most important antecedent of e-WOM. An interesting result was that trust had a significant negative influence on e-WOM, which means that customer trust is not a sufficient factor to drive customers' active online communication behavior. The results also have practical implications for hospitality managers who wish to improve the matters of customer retention by enhancing their hospitality services, creating value for them, and keeping them engaged online.

KEYWORDS

Customer loyalty; revisit intention; service quality perceived value, e-WOM

Introduction

In the hospitality and tourism industry, electronic word-of-mouth (e-WOM) is an important information source for consumers (Pourfakhimi et al., 2020). It encompasses the reviews, ratings, and feedback that consumers post online about products or companies on platforms such as TripAdvisor, Booking.com, and social media. e-WOM is often perceived as more authentic and trustworthy than traditional marketing communication because it originates from customers' experiences rather than promotional campaigns (Ismagilova et al., 2020). The growth of digital platforms has created an environment where customers are not just consumers, but also producers and disseminators of information, affecting other travellers' perceptions and choices. The rapid development of online travel agencies and digital booking platforms has further intensified consumers' reliance on online information and reviews (Lv et al., 2020). Hospitality services are intangible, and consumers often rely on information from other consumers to reduce uncertainty and perceived risk (Ding & Keh, 2017). Thus, the influence of e-WOM on customer expectations, booking decisions, satisfaction, and post-consumption behavior is crucial (Pourfakhimi et al., 2020). Previous research has shown that e-WOM can positively influence customer trust, perceived credibility, satisfaction, and loyalty, which may subsequently strengthen revisit intentions and customer retention (Azhar et al., 2022). Even though the significance of e-WOM has been emphasized, prior research in e-WOM has primarily focused on the direct impact of e-WOM on behavioral outcomes like purchase intention and revisit intention. Service quality, perceived value, and trust are among the key factors that have been examined either individually or in direct relationships with other variables (Nazarian et al., 2024). Therefore, the relationship between these variables and e-WOM has yet to be fully investigated in an integrated framework (Nilashi et al., 2022).

Furthermore, limited research has examined the mediating role of e-WOM in the relationship between service-related antecedents and revisit intention. Most existing studies have examined direct

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relationships and neglected to study how customers' experiences become revisit intentions via online communication behavior. This leaves an important theoretical gap, particularly regarding the indirect effects of service quality, perceived value, and trust on revisit intention through e-WOM. Moreover, variations in perceived service quality, digital engagement, and customer trust may influence consumers' online behaviour differently across hospitality contexts. Moreover, revisit intention, which is regarded as an important indicator of customer loyalty, has received comparatively less attention than satisfaction and booking intention (Abubakar et al., 2017). Therefore, this study develops an integrated framework to examine the effects of service quality, perceived value, and trust on e-WOM and the effect of e-WOM on tourists' revisit intention. In particular, the study examines the mediating role of e-WOM between these antecedents and revisit intention.

Literature review

In tourism and hospitality, e-WOM represents an important source of information for tourists' decision-making and includes online reviews, ratings, recommendations, and consumer-generated social media content on platforms such as TripAdvisor and Booking.com (Pourfakhimi et al., 2020). E-WOM offers higher overall credibility than traditional marketing communication because it is experiential rather than commercial (Ismagilova et al., 2020). In the age of the Internet, customers are turning to word-of-mouth recommendations to inform their purchasing decisions, which is especially important for hospitality, as they are intangible and hard to assess before buying (Ding & Keh, 2017). Previous research has repeatedly shown that positive e-WOM can improve customer trust (Abubakar et al., 2017; Filieri, 2015) and perceived reliability, along with positive attitudes towards service providers, which lead to a higher revisit intention and customer loyalty. When uncertainty and perceived risk rise, as in the COVID-19 pandemic, e-WOM played an even more important role, as consumers sought information from online sources to a greater extent due to the increased risk and uncertainty (Nilashi et al., 2022). Despite its increasing significance, e-WOM has predominantly been examined as a direct predictor of behavioural outcomes rather than as a communication process influenced by service-related experiences (Pourfakhimi et al., 2020). As a result, the processes through which customer experiences translate into revisit intention through e-WOM remain insufficiently understood. Service quality remains one of the most extensively examined determinants of customer behavior in hospitality research. According to the SERVQUAL model, service quality consists of reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). Prior studies indicate that customers experiencing superior service quality are more likely to communicate positive experiences through online reviews and recommendations (Uslu, 2020; Sánchez-González & González-Fernández, 2021). Social Exchange Theory further explains that customers tend to reciprocate favorable service experiences through positive communication behavior such as e-WOM (Blau, 1964). However, much of the existing literature treats the relationship between service quality and e-WOM as direct and isolated, without sufficiently explaining how communication behaviour subsequently contributes to long-term behavioral outcomes such as revisit intention (Pourfakhimi et al., 2020).

Perceived value is another important construct influencing customer behavior and communication outcomes in hospitality services. It refers to customers' overall evaluation of the benefits received relative to the costs incurred during service consumption (Zeithaml, 1988). Existing research suggests that customers perceiving higher value are more likely to engage in positive e-WOM because they consider the experience worthwhile and beneficial (Sweeney & Soutar, 2001). Other research conducted on perceived value indicates that perceived value is linked to behavioral intentions, especially in price-sensitive situations (Kim et al., 2007), while others indicate that the influence of perceived value is indirect through emotional and relational mechanisms (Alshreef et al., 2023). This lack of consistency suggests that the relationship between perceived value and customer behavioural outcomes may be more complex and requires further theoretical development. Trust is also a key determinant in the online customer behavior of hospitality services. The intangibility of hospitality products and the associated perceived risk make trust vital to reducing uncertainty and boosting confidence in service providers and sources of information online (McKnight et al., 2002). Past research indicates that users who have greater trust in online services are more likely to engage in online communication and share positive service experiences (Gefen, 2000). Past research has tended to concentrate on the direct impact of trust on behavioral intention, with few studies considering the impact of trust on communication behavior that then influences revisit intention. Revisit intention is an important indicator of long-term customer loyalty and sustainable profitability in the hospitality industry (Kozak & Rimmington, 2000). Positive e-WOM helps to lower perceived risk, enhance destination image, and positively affect customer attitude towards service providers, which thereby boosts the revisit intention (Abubakar et al., 2017; Ahmed et al., 2023). Although there has been a lot of work done on booking and purchase intention, revisit intention has been studied relatively less as a standalone post-consumption behavioral outcome.

Although previous research has examined the direct relationships among service quality, perceived value, trust, e-WOM, and behavioral intentions, limited research has investigated e-WOM as a mediating variable. The existing literature has mainly focused on examining e-WOM as a predictor of behavioral intention instead of examining how the service-related antecedents affect revisit intention (Pourfakhimi et al., 2020). The mediating role of e-WOM can also be explained through mediation theory, which suggests that intermediary variables transmit the effect of antecedent constructs to behavioral outcomes (Baron & Kenny, 1986). Therefore, e-WOM should not be considered solely as a consequence of service experiences but also as a relational and communicative mechanism linking service evaluations with long-term behavioral intentions.

Theoretical framework

To understand the relationships between service quality, perceived value, trust, e-WOM, and revisit intention, the proposed framework is based on the theories of consumer behavior, relationship marketing, and service research. The Expectation–Disconfirmation Theory compares expectations with the actual service experience and resulting attitudes to service quality and value, and post-consumption responses (Oliver, 1980). The concept of trust theory states that trust leads to decrease in uncertainty and fosters longer-term relational behaviors, such as information sharing and customer engagement (Mayer et al., 1995). In addition, the Theory of Planned Behavior proposes that behavioral intentions are shaped by attitudes and social influence, both of which can influence e-WOM behavior in hospitality settings (Ajzen, 1991).
Together, these theories suggest a process that involves evaluations of services affecting communication behavior among service providers and customers, which in turn affects revisit intentions. Thus, the framework conceptualizes e-WOM as a communication process that draws customers to make service experiences convert to long-term behavioral consequences.

Service quality and e-WOM

In the hospitality industry, one of the main factors influencing post-consumption behavior and customer satisfaction is regarded as the service quality. Based on the SERVQUAL model, service quality has five dimensions, namely reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988). Our theoretical model, expectation–disconfirmation theory, predicts that when customers perceive positive service performance, they tend to form positive evaluations and develop positive service responses (Oliver, 1980). Also, Social Exchange Theory proposes that customers react to positive service experiences with supportive behaviors like online recommendations and reviews (Blau, 1964). Previous studies consistently show that customers who experience high service quality are more likely to engage in positive e-WOM behavior, as demonstrated by Uslu (2020) and Sánchez-González & González-Fernández (2021). Recent evidence from the African hospitality context further confirms the importance of service quality in shaping customer responses, particularly through employees' responsiveness, service performance, and the physical service environment (Mahlangu et al., 2024). Thus, the following hypothesis is suggested:

H1: Service quality has a positive and significant effect on electronic word-of-mouth (e-WOM)

Perceived value and e-WOM

Perceived value refers to the customer's assessment of the total benefit they receive, compared to the costs incurred in using the service (Zeithaml, 1988). In the hospitality industry, customers who think they have received more value are more likely to rate their experiences positively and share this experience in e-WOM. Blau (1964) proposed Social Exchange Theory, which states that if customers see benefits, they will reciprocate by engaging in communication behaviors. In the existing literature, there is also evidence that if customers believe that the value they are receiving is higher, they are more likely to participate in positive e-WOM due to the perceived value of the experience and the perceived benefit to them from the experience (Sweeney & Soutar, 2001). The inconsistencies in previous findings, however, suggest that the effect of perceived value might be exerted more broadly in the relational and communication processes. So the following hypothesis is suggested:

H2: Perceived value is significant and positively correlated with electronic word-of-mouth (e-WOM)

Trust and e-WOM

Trust plays a key role in shaping customers' attitudes and behavior in situations of uncertainty and perceived risk in both online and hospitality contexts. In the hospitality context, the product itself is difficult to assess prior to its purchase; therefore, consumers base their perceptions and behavioral reaction on trust (McKnight

et al., 2002). According to Trust Theory, trust fosters behaviors in relationships, such as giving information, involvement, and continued interaction (Mayer et al., 1995). When customers believe in the services they receive, they will be more inclined to share good words about them and engage in digital communication channels (Gefen, 2000). Past research also shows that the level of trust supports the relationship between consumers and increases their positive e-WOM (Nilashi et al., 2022). Thus, it is hypothesized here that:

H3: Trust has a positive and significant effect on electronic word-of-mouth (e-WOM).

e-WOM and revisit intention

Electronic word-of-mouth is a crucial information and persuasive tool that can shape customer attitudes and future intentions towards a hospitality service. The Theory of Planned Behavior (TPB) establishes that attitudes and social influence (Ajzen, 1991) are the factors that determine behavioral intentions. Positive e-WOM helps reduce perceived risk, strengthen destination image, and improve customers' attitudes toward service providers (Abubakar et al., 2017). Previous research also indicates that positive ratings posted on the Internet can positively affect customer attitudes and post-consumption behaviors such as revisit intentions (Jalilvand & Samiei, 2012; Fan et al., 2023). Recent research likewise demonstrates that word-of-mouth can play an important role in transmitting tourists' experiences and influencing subsequent behavioural outcomes, reinforcing the importance of e-WOM as a mechanism through which tourism experiences can affect future behaviour (Mahmoud et al., 2024). In hospitality settings, continuous interaction through online platforms additionally strengthens customer engagement and long-term relational behavior (Hennig-Thurau et al., 2004). Therefore, the following hypothesis is proposed:

H4: Electronic word-of-mouth (e-WOM) positively and significantly affects revisit intention.

Mediating role of e-WOM

Although previous studies have examined the direct relationships among service quality, perceived value, trust, and behavioral intentions, limited attention has been given to the mediating role of e-WOM. Existing literature has predominantly conceptualized e-WOM as a direct predictor of customer behavior rather than as a communication mechanism linking service-related experiences with revisit intention (Pourfakhimi et al., 2020). The proposed framework argues that customers experiencing superior service quality, greater perceived value, and stronger trust are more likely to communicate favorable experiences through online platforms. Therefore, e-WOM functions as a relational and communicative mechanism through which service evaluations are transformed into revisit intention. Conceptualizing e-WOM as a mediator extends existing hospitality literature by explaining not only whether service-related antecedents influence revisit intention, but also how these effects occur through digital communication behavior. Recent evidence further highlights the importance of service-related and destination-related factors in explaining tourists' revisit intentions. Darabseh et al. (2024), using a PLS-SEM approach, found that service quality, safety and security, accessibility, and destination image significantly influenced tourists' revisit intention. These findings reinforce the importance of examining service-related antecedents when explaining tourists' future behavioral intentions. Therefore, the mediation hypotheses are suggested below:

H5a: Electronic word-of-mouth (e-WOM) mediates the relationship between service quality and revisit intention.

H5b: Electronic word-of-mouth (e-WOM) mediates the relationship between perceived value and revisit intention.

H5c: Electronic word-of-mouth (e-WOM) mediates the relationship between trust and revisit intention.

Conceptual framework

The conceptual framework proposes that Service Quality (SQ), Perceived Value (PV), and Trust function as important antecedents of Electronic Word-of-Mouth (e-WOM), while e-WOM subsequently influences tourists' Revisit Intention (RI). Accordingly, the proposed relationships among the constructs are represented through hypotheses H1–H5, as depicted in Figure 1.

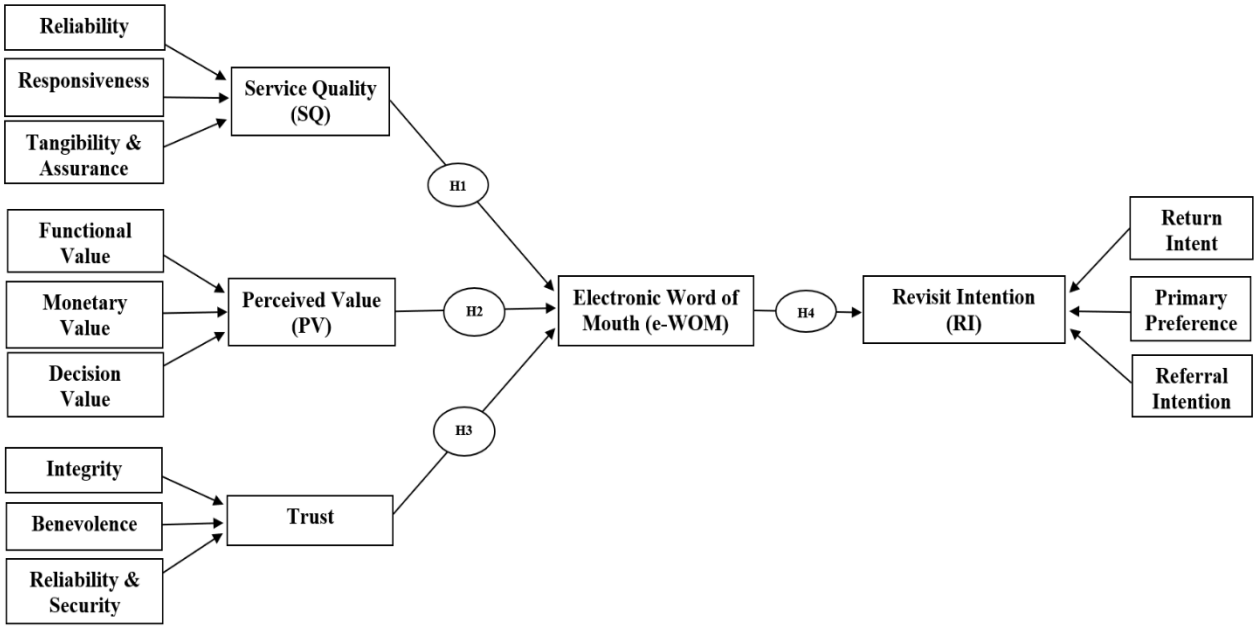

Figure 1. Conceptual framework
Source: Author's work

Methodology

Sample and research design

This paper employed a quantitative and cross-sectional research design to evaluate the hypothesized connections among service quality, perceived value, trust, electronic word-of-mouth (e-WOM), and revisit intention. A deductive approach was adopted based on established theories, including Expectation–Disconfirmation Theory (Oliver, 1980), Social Exchange Theory (Blau, 1964), Trust Theory (Mayer et al., 1995), and the Theory of Planned Behavior (Ajzen, 1991). The target respondents were tourists with prior hotel experience and familiarity with online review platforms such as TripAdvisor and Booking.com, as well as social media platforms. Purposive sampling was used, as the respondents had to have e-WOM experience and hotel consumption. The data were gathered by means of an online questionnaire, which was circulated through social media and e-mail. Of all the questionnaires returned, 384 responses were valid. The sample size also exceeded the minimum recommendations for behavioral and survey-based studies (Cochran, 1977). A sample size of 200 people or more is sufficient for Structural Equation Modeling (SEM) and for mediation analysis, with a higher size indicating good statistical power (Hair et al., 2021; Kline, 2016).

Measurement instrument

The questionnaire had two parts: Demographic and Construct Measurement items. Existing scales were used to assess all constructs. The items used for service quality were adapted from Parasuraman et al. (1988), the perceived value items were taken from Sweeney and Soutar (2001), the trust items were from Mayer et al. (1995), the items for e-WOM were from Hennig-Thurau et al. (2004), and the revisit intention items were from Kozak and Rimmington (2000). The items used for collecting data are given in Table 1. The items were rated using a 5-point Likert-type scale from 1 (Strongly Disagree) to 5 (Strongly Agree). A preliminary survey of 30 respondents was done to ensure clarity and reliability of the instrument. The Cronbach's alpha values were found to be above the recommended value of 0.70.

Data analysis

The analysis of the data was carried out with SPSS 24 and SmartPLS 4. Demographic characteristics of the respondents were summarized using descriptive statistics. Finally, the measurement model was validated by Cronbach's alpha, Composite Reliability (CR), Average Variance Extracted (AVE), and the Fornell–Larcker criterion for reliability, convergent validity, and discriminant validity, respectively (Fornell & Larcker, 1981; Hair et al., 2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to test the relationships and the mediating role of e-WOM. PLS-SEM is appropriate for predictive and mediation-oriented research models involving multiple latent constructs (Hair et al., 2021). Bootstrapping with 5,000 resamples was conducted to evaluate the significance of both direct and indirect effects (Preacher & Hayes, 2008). In addition, the structural model was evaluated using the coefficient of determination (R^2), effect size

(f^2), predictive relevance (Q^2), and standardized root mean square residual (SRMR) to assess explanatory power, effect magnitude, predictive capability, and overall model fit (Hair et al., 2021).

Table 1. Items used in the questionnaire

Constructs	Items	References
Service Quality (SQ)	SQ1: The hotel provided services as promised. SQ2: The hotel staff were responsive to my requests. SQ3: The hotel facilities were visually appealing and clean. SQ4: The hotel showed sincere interest in solving my problems. SQ5: I felt safe and confident during my stay.	Parasuraman et al. (1988); Cronin & Taylor (1992); Ladhari (2009)
Perceived Value (PV)	PV1: Staying at this hotel was good value for money. PV2: The quality of service was worth the price I paid. PV3: I received more benefits compared to the cost incurred. PV4: Overall, this hotel provided excellent value. PV5: Choosing this hotel was a wise decision.	Zeithaml (1988); Sweeney & Soutar (2001); Dodds et al. (1991)
Trust (TR)	TR1: I trust this hotel to keep its promises. TR2: This hotel is honest with its customers. TR3: I believe this hotel acts in the customers' best interests. TR4: I feel secure in dealing with this hotel. TR5: This hotel is reliable.	Mayer et al. (1995); Gefen (2000); Morgan & Hunt (1994)
Electronic Word-of-Mouth (e-WOM)	EW1: I often read online reviews before choosing a hotel. EW2: Online reviews influence my hotel selection decisions. EW3: I am likely to share my hotel experiences online. EW4: I would post positive comments about this hotel online. EW5: I trust online reviews when evaluating hotels.	Hennig-Thurau et al. (2004); Jalilvand & Samiei (2012); Filieri (2015)
Revisit Intention (RI)	RI1: I intend to revisit this hotel in the future. RI2: I will consider this hotel as my first choice for future stays. RI3: I would like to stay at this hotel again. RI4: I will recommend this hotel to friends and relatives. RI5: I would prefer this hotel over others in the same area.	Kozak & Rimmington (2000); Zeithaml et al. (1996); Abubakar et al. (2017)

Data analysis

Demographic analysis

A total of 395 respondents took part in the research, and 384 of them were valid and 11 responses were discarded due to incomplete or inconsistent responses. Table 2 shows the demographic parameters of the respondents, such as sex, age, level of education, and frequency of hotel stay. The respondents consisted of 202 males (52.60%) and 182 females (47.40%), which provided a fairly even gender split. In terms of age, the majority of the respondents were aged between 21 and 30 years (41.41%), followed by 31-50 years (25.78%), below 20 years (23.70%), and above 50 years (9.11%).

Table 2. Demographic frequency distribution

No	Characteristics	Variable	N	Percentage
1	Gender	Male	202	52.60%
		Female	182	47.40%
2	Age	Below 20	91	23.70%
		21-30	159	41.41%
		31-50	99	25.78%
		Above 50	35	9.11%
3	Education	HSC	98	25.52%
		Bachelor's Degree	195	50.78%
		Master's Degree	91	23.70%
4	Frequency of stay	1–2 times	119	30.99%
		3–5 times	89	23.18%
		6–10 times	90	23.44%
		More than 10 times	86	22.40%

Source: Survey data

Educationally, the majority of the respondents had higher education, with 50.78% holding Bachelor's degrees, 23.70% holding Master's degrees, and 25.52% holding a Higher Secondary Certificate (HSC). This means that respondents were basically competent to assess the services of hotels and communication platforms that are available online. In terms of frequency of hotel stays, 30.99% of respondents said they stayed at hotels 1–2 times, 23.18% said they stayed 3-5 times, 23.44% said they stayed 6-10 times, and 22.40% said they stayed over 10 times, respectively.

Common method bias

Common method bias was tested by the full collinearity approach by looking at the Variance Inflation Factor (VIF) values of the inner model in accordance with the recommendation of Kock (2015). In the current study, all the values of VIF are below 3.33, and thus, the model can be said to be common method bias-free. VIFs are given in Table 3.

Table 3. The values of VIF

Construct	e-WOM
Service Quality (SQ)	1.954
Perceived Value (PV)	2.110
Trust (TR)	2.342
e-WOM	1.000

Source: Data analysis output

Measurement model

The measurement model was assessed using SmartPLS 4 following the two-step approach recommended by Kline (2016). Reliability and validity of the constructs were examined prior to evaluating the structural relationships. As illustrated in Figure 2, all retained indicators demonstrated satisfactory outer loadings ranging from 0.761 to 0.972, exceeding the recommended threshold of 0.70 (Hair et al., 2019). Indicators with loadings below the acceptable threshold were removed to improve construct reliability and model adequacy.

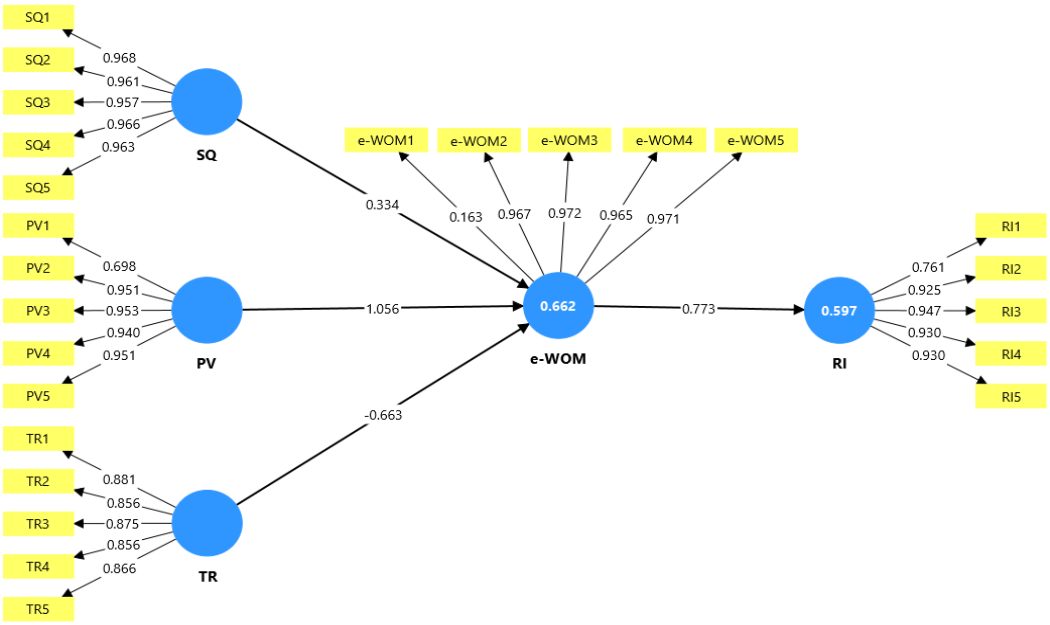

Figure 2. Graphical output measurement model
Source: Data analysis output

To assess internal consistency reliability and convergent validity, Cronbach's alpha, rho_A, Composite Reliability (CR), and Average Variance Extracted (AVE) were used. All of the Cronbach's alpha and CR values were found to be greater than the recommended value of 0.70, as reported in Table 4, confirming satisfactory internal consistency reliability (Cronbach, 1951; Nunnally, 1978). Moreover, the AVE values were between 0.751 and 0.928, which were higher than the recommended value of 0.50, indicating good convergent validity (Fornell & Larcker, 1981).

Table 4. The measurement model outcome

Latent variables	Cronbach's alpha	Rho_*A*	Composite reliability	AVE
PV	0.940	0.941	0.957	0.818
RI	0.943	0.975	0.956	0.812
SQ	0.881	0.881	0.985	0.928
TR	0.843	0.826	0.938	0.751
e-WOM	0.878	0.968	0.930	0.756

Source: Survey data analysis

The validity of the discriminant was initially validated based on the Fornell-Larcker criterion. As shown in Table 5, the square root of the AVE was higher than other correlation values for each construct, which means that each construct is empirically different from the other constructs (Fornell & Larcker, 1981).

Table 5. Value of the Fornell-Larcker criterion

Constructs	PV	RI	SQ	TR	e-WOM	AVE
PV	*0.904*					0.818

RI	0.646	*0.901*				0.812
SQ	0.690	0.611	*0.963*			0.928
TR	0.665	0.418	0.620	*0.867*		0.751
e-WOM	0.711	0.773	0.652	0.462	*0.869*	0.756

The results above indicate that the latent variables were sufficient to cover the unique conceptual aspects under the proposed framework. The Heterotrait–Monotrait ratio (HTMT) was also analyzed to further evaluate discriminant validity. Recent methodological research has suggested that the evaluation of discriminant validity in SEM analysis should be done using the more stringent criterion of HTMT (Henseler et al., 2015). As shown in Table 6, all HTMT values were below the recommended threshold of 0.90, further confirming satisfactory discriminant validity among the constructs.

Table 6. Heterotrait-Monotrait (HTMT) value

Constructs	PV	RI	SQ	TR	e-WOM
PV	-				
RI	0.510	-			
SQ	0.500	0.844	-		
TR	0.772	0.777	0.837	-	
e-WOM	0.774	0.736	0.698	0.820	-

Source: Statistical analysis

In addition to reliability and validity assessment, the standardized root mean square residual (SRMR) was evaluated to assess overall model fit. The SRMR value was found to be below the recommended threshold of 0.08 as shown in Table 7, indicating satisfactory model fit and supporting the adequacy of the proposed measurement model (Henseler et al., 2014).

Table 7. Model fit

Index	Value	Standard	Outcome
SRMR	0.061	< 0.08	Good

Source: Statistical analysis

Structural model

To test the structural model, Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS version 4 was utilized following the suggestions of Hair et al. (2019) and Henseler et al. (2009). Bootstrapping with 5,000 resamples was applied to evaluate the significance of the proposed hypotheses. The structural model was then tested using the coefficients of determination (R^2), predictive relevance (Q^2), and the effect size (f^2), see Table 8. The R^2 values suggest that the model had moderate-to-substantial explanatory power for both e-WOM and revisit intention. In addition, all the Q^2 values were positive, indicating the predictive applicability of the model. The f^2 effect size analysis showed that perceived value had the greatest impact on e-WOM, and e-WOM had a significant impact on revisit intention. The proposed relationships have medium-to-large effect sizes, as reported by Cohen (1988) f^2 values.

Table 8. Explanatory power, predictive relevance, and effect size assessment

Construct	R^2	Q^2	f^2	Interpretation
e-WOM	0.68	0.51	—	Substantial
Revisit Intention	0.60	0.46	—	Moderate
SQ → e-WOM	—	—	0.24	Medium effect
PV → e-WOM	—	—	0.39	Large effect
TR → e-WOM	—	—	0.18	Medium effect
e-WOM → RI	—	—	0.41	Large effect

Source: Statistical analysis

Figure 3 presents the structural model, while the hypothesis testing outcomes are summarized in Table 9. The results indicate that Service Quality (SQ) has a positive and significant effect on e-WOM ($\beta = 0.542$, $p < 0.001$), supporting H1. Likewise, Perceived Value (PV) positively affects e-WOM ($\beta = 0.659$, $p < 0.001$), validating H2.

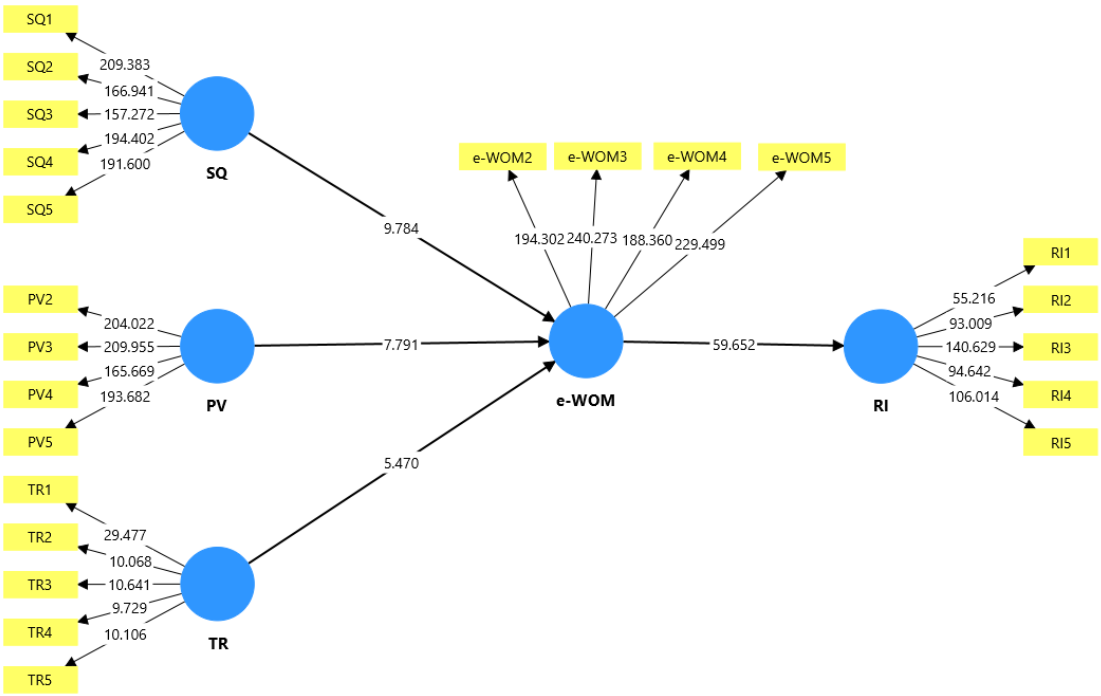

Figure 3. Structural model output
Source: Survey data analysis

As for the relationship between trust and e-WOM, it is negative but statistically significant (β = –0.823, p < 0.001). Because this relationship was hypothesized to be positive, H3 was not supported in the hypothesized direction, although the effect is statistically significant. Moreover, the influence of e-WOM on Revisit Intention (RI) is very strong and positive (β = 0.772, p < 0.001), supporting H4. The results show the significance of online reviews and customer-generated communication on the behavioral intention of future customers in the hospitality industry (Abubakar et al., 2017; Filieri, 2015).

Table 9. Results of the structural model of the study

SL no	Hypotheses	Path Coefficient (β)	T statistics	P values	Supported
1	SQ -> e-WOM	0.542	9.784	< 0.001	Yes
2	PV -> e-WOM	0.659	7.791	< 0.001	Yes
3	TR -> e-WOM	-0.823	5.470	< 0.001	No
4	e-WOM -> RI	0.772	59.652	< 0.001	Yes
5a	SQ -> e-WOM -> RI	0.418	9.512	< 0.001	Yes
5b	PV -> e-WOM -> RI	0.509	7.700	< 0.001	Yes
5c	TR -> e-WOM -> RI	-0.635	5.444	< 0.001	Yes

H3 was hypothesized as a positive relationship; the observed effect was significant but negative in direction, so the hypothesis is reported as not supported despite the significant path coefficient. Additionally, the mediation analysis shows that e-WOM significantly mediates relationships among Service Quality and Revisit Intention (β = 0.418, p < 0.001); Perceived Value and Revisit Intention (β = 0.509, p < 0.001); and Trust and Revisit Intention (β = –0.635, p < 0.001). Thus, hypotheses H5a, H5b, and H5c are confirmed. The findings support the importance of e-WOM as a significant mechanism through which customer perceptions and experiences affect revisit intention in hospitality.

Discussion

This study aimed to analyze how service quality, perceived value, and trust affect the tourists' revisit intention in the context of the hospitality industry with electronic word-of-mouth (e-WOM) as an intervening variable. The findings suggest that service quality is positively and significantly related to e-WOM and that better service quality, in terms of reliable and responsive hospitality, positively affects customer attitudes to share positive reviews and recommendations online. This upshot agrees with service quality theory, whereby facilitating service behaviors leads to favorable post-consumption behaviors (Parasuraman et al., 1988; Zeithaml et al., 1996). Likewise, perceived value was observed to have a strong positive impact on e-WOM, suggesting that customers who feel that they receive more value from the item than the cost will be more likely to conduct positive online communication. This finding is consistent with earlier research, which suggested that perceived value is a significant factor in determining the customer's behavioral responses and

in advocacy behavior (Sweeney & Soutar, 2001). Additionally, the results indicated that the relationship between trust and e-WOM was statistically significant, but negative. What this discovery indicates is that when it comes to the next decision customers may make, they may not be as likely to depend on the online interaction or external validation if they have a higher level of trust in a provider. The result corroborates previous research that suggests that trust can impact the level of online communication in more complex and context-specific manners (Gefen, 2000; Kim et al., 2009). It is worth noting that the zero-order (bivariate) correlation between trust and e-WOM was positive ($r = 0.462$, see Table 5), even though the structural path coefficient was negative and significant. This apparent reversal is consistent with a statistical suppression effect: trust is also substantially correlated with service quality ($r = 0.620$) and perceived value ($r = 0.665$), so once these two stronger predictors are held constant in the structural model, the unique contribution of trust to e-WOM becomes negative. While the VIF for trust (2.342, Table 3) remains below conventional collinearity thresholds, this shared variance among the three antecedents offers a plausible statistical explanation for the sign reversal, in addition to the substantive explanation discussed above. In addition, the results support that e-WOM has a significant positive impact on revisit intention. Good feedback from online sources and experiences boosts customer confidence, decreases perceived risk, and encourages re-visitation of the hotel (Abubakar et al., 2017; Filieri, 2015). The mediation analysis also confirmed that the relationships between service quality, perceived value, trust, and revisit intention were significantly mediated by e-WOM. Overall, the results highlight the strategic significance of service quality management, customer value, trust, and digital engagement in the context of promoting customer loyalty in the hospitality sector.

The study adds to the literature of hospitality and tourism by formulating an integrated model that clarifies the relationship of service quality, perceived value and trust to revisit intention, mediated by the mediation of e-WOM. The results validate the applicability of the Expectation–Disconfirmation Theory and the Theory of Planned Behavior in the context of customer behavior in the hospitality industry. The Expectation–Disconfirmation Theory lends support to the idea that when customers evaluate higher levels of service quality and value, they will be more likely to enact positive e-WOM behaviors. Likewise, the positive correlation between e-WOM and revisit intention is consistent with the Theory of Planned Behavior that posits that social influence and behavioral evaluation play an important role in the decision of revisiting or not revisiting in the future (Ajzen, 1991). This study has made an important theoretical contribution by exploring the mediating role of e-WOM in addition to its direct relationship with behavioral intention. The findings of the mediation analysis show that with the rise of digital communication in the hospitality consumer behavior, the service quality, perceived value, and trust impact on revisit intention indirectly, as they do through the mediation of e-WOM. The other significant contribution is the negative correlation between trust and e-WOM. The results contradict the literature that is typically found to suggest that there is a positive relationship between trust and online word of mouth. This means that the role of trust in e-WOM could be different in the hospitality and digital context and thus needs more context-sensitive theoretical interpretation.

The findings of this study have several implications for hospitality managers: Service quality, the perceived value, trust, and electronic word-of-mouth (e-WOM) are all important factors in influencing customer revisit intention, but their respective importance differs. The empirical results and their managerial implications and strategies are summarized in Table 10. The findings suggest that perceived value emerges as the most important antecedent of e-WOM, suggesting that customers are more likely to engage in e-WOM when they feel favorable about the perceived value of the product. Interestingly, trust shows a significant negative relationship with e-WOM, implying that trust can foster customer satisfaction on its own without necessarily encouraging expressive online behaviour. Therefore, it is important for such hospitality businesses to embrace service quality enhancement, value optimization, and digital engagement into a single customer experience approach that boosts advocacy and loyalty.

Table 10. Managerial implication

Construct	Empirical Effect on e-WOM	Managerial Insight	Strategic Response
Service Quality	Positive, significant ($\beta = 0.542$, $p < 0.001$)	Consistent service performance enhances online advocacy	Standardize service delivery, strengthen employee training, and improve responsiveness
Perceived Value	Strongest positive effect ($\beta = 0.659$, $p < 0.001$)	Value perception is the primary determinant of customer-generated content	Develop value-added offerings, optimize pricing fairness, and enhance personalization
Trust	Negative significant effect ($\beta = -0.823$, $p < 0.001$)	Trust alone does not translate into active online engagement	Complement trust-building with structured digital prompts and post-experience engagement
e-WOM	Positive effect on revisit intention ($\beta = 0.772$, $p < 0.001$)	Online reviews function as a direct loyalty mechanism	Actively manage online reputation and respond to customer feedback across platforms
Integrated Effect	Significant mediation via e-WOM	Digital engagement is a key mechanism linking experience to loyalty	Embed e-WOM strategies within overall customer experience management systems

Conclusion

The context of this study was a touristic product, and the mediating variable was electronic word of mouth (e-WOM) in the study of the relationship between service quality, perceived value and tourist revisit intention. The findings confirm that all the three antecedent variables have a significant effect on e-WOM, which in turn has a significant effect on revisit intention. With respect to the predictive power, perceived value emerged as most significant predictor of e-WOM which indicates the link in between them, and indicates the centrality of perceived value in promoting customer advocacy behavior on digital platforms. The study also establishes that e-WOM was a significant mediator between the perceptions of the services and the behavioral outcomes of loyalty. This does not say that customer experience alone is enough to get customers to return – it has to be communicated via digital. Most importantly, the negative relationship between trust and e-WOM offers a new perspective on trust, which could mean that in hospitality, trust actually leads to a measure of passive satisfaction without a corresponding measure of active online engagement. The research has a few limitations that could be overcome in future research. It is difficult to make inferences of cause and effect because of the use of a cross-sectional research design. For future research, the changes in customer perception could be demonstrated with a longitudinal design and intention could be revisited over time. The present study didn't consider such potential moderating variables as demographic characteristics, travel purpose, or the intensity of using digital platforms. Future studies should delve into these factors to gain a deeper insight into e-WOM behavior. Finally, this study demonstrates that trust was found to have a significant negative structural effect on e-WOM (despite a positive bivariate correlation, see Table 5) – a finding that warrants further investigation through qualitative and/or mixed methods research to gain a deeper understanding of the psychological and contextual pathway that led to this unexpected result.

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